CLAIMS:

1. A compound of general formula I, II or III, or a pharmaceutically acceptable salt thereof:

Formula II

Formula III

5 wherein:

A is -hydrogen, $-(C_1-C_8)$ alkyl or $-(C_1-C_8)$ alkyl substituted by hydroxy;

 $\label{eq:Bis-(C1-C6)alkylguanidino,} Bis-(C1-C6)alkylguanidino,\\ -(C1-C6)alkyl(4-imidazolyl), -(C1-C6)alkylamino,\\ 10 p-aminophenylalkyl(C1-C6)-, p-guanidinophenylalkyl(C1-C6)- or 4-pyridinylalkyl(C1-C6)-;\\ \end{aligned}$

D is -(C0)-, $-(C0)-(C_1-C_6)$ alkylene or $-(C_1-C_6)$ alkylene;

E is a single bond or $-(C_1-C_6)$ alkylene;

 $\label{eq:continuous} Z \ is \ -NH-(C_1-C_6) \ alkylcarboxamide, \\ -NH-(C_1-C_6) \ alkyl, \ -NH-(N-benzyl), \ -NH-cyclo(C_5-C_7) \ alkyl, \\ -NH-2-(1-piperidyl) \ ethyl, \ -NH-2-(1-pyrrolidyl) \ ethyl, \\ -NH-2-(1-pyridyl) \ ethyl, \ -NH-2-(morpholino) \ ethyl, \\$

-morpholino, -piperidyl, -OH, - (C_1-C_6) alkoxy, -O-benzyl or -O-halobenzyl;

R¹, R² and R³ are, independent of one another,
-hydrogen, -arylcarbonylamino, -(C₁-C₆)alkoylamino,

5 -(C₁-C₆)alkylamino, -(C₁-C₆)alkyloxy,
-(C₁-C₆)alkylaminocarbonyl, -carboxy, -OH, -benzoyl,
-p-halogenobenzoyl, -methyl, -S-(2,4-dinitrophenyl),
-S-(3-nitro-2-pyridinesulfenyl), -sulfonyl,
-trifluoromethyl, -(C₁-C₆)alkylaminocarbonylamino, -halo or

10 -amino;

 R^4 and R^5 are, independent of one another, -hydrogen, -(C_1 - C_6) alkyl, -methyloxy, -nitro, -amino, -arylcarbonylamino, -(C_1 - C_6) alkoylamino, -(C_1 - C_6) alkylamino, -halo or -OH.

- 15 2. A compound according to claim 1, which is a compound of Formula I or a pharmaceutically acceptable salt thereof.
- 3. A compound according to claim 1, which is a compound of Formula II or a pharmaceutically acceptable salt 20 thereof.
 - 4. A compound according to claim 1, which is a compound of Formula III or a pharmaceutically acceptable salt thereof.
- 5. The compound according to claim 1, or a pharmaceutically acceptable salt thereof, wherein A is hydrogen, CH₃CH(OH) or (CH₃)₂CHCH₂-.
 - 6. The compound according to claim 1, or a pharmaceutically acceptable salt thereof, wherein B is $H_2N-C(NH)-NH-CH_2CH_2CH_2-$ or $H_2N-(CH_2)_4-$.

7. A compound according to claim 1 selected from the group consisting of:

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Cyclo(-Gly-(p-chloro)Phe-Tyr-D-Arg-) [I-1] (SEQ ID NO. 5);

Cyclo(-Gly-(p-chloro)Phe-Tyr-(p-amino)Phe-) [I-2] (SEQ ID NO. 6);
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Cyclo(-Gly-(p-chloro)Phe-Tyr-(p-guanidino)Phe-) [I-3] (SEQ ID NO. 7);

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Cyclo(-Gly-(p-amino)Phe-Tyr-D-Arg-) [I-4] (SEQ ID NO. 8);

Cyclo(-Thr-(p-chloro)Phe-Tyr-D-Arg-) [I-5] (SEQ ID NO. 9);
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N-5-guanidinopentanamide-(2S)-yl-2-N-(p-hydroxyphenylacetyl) phenylenediamine [II-1];

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N-5-guanidinopentanamide-(2S)-yl-2-N-(p-hydroxyphenylacetyl)-4-trifluorometyl-phenylenediamine [II-2];
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- N-5-guanidinopentanamide-(2R)-yl-2-N-(phydroxyphenylacetyl)-4-carboxy-phenylenediamine [II-3];
 N-5-guanidinopentanamide-(2R)-yl-2-N-(phydroxyphenylacetyl)-4-(p-chlorobenzoyl)-phenylenediamine
 [II-4]; and,
- N-5-guanidinopentanamide-(2R)-yl-2-(p-hydroxybenzyl)-5-carboxybenzimidazole [III-1].
 - 8. A pharmaceutical composition comprising a compound according to claim 1, or a pharmaceutically acceptable salt thereof, in admixture with morphine.
- 25 9. A pharmaceutical composition comprising a compound according to claim 7, or a pharmaceutically acceptable salt thereof, in admixture with morphine.

- 10. A pharmaceutical composition comprising a compound according to claim 1, or a pharmaceutically acceptable salt thereof, in admixture with a pharmaceutically acceptable carrier, diluent or excipient.
- A pharmaceutical composition comprising a compound according to claim 7, or a pharmaceutically acceptable salt thereof, in admixture with a pharmaceutically acceptable carrier, diluent or excipient.
- 12. A method of inhibiting induction of

 10 cyclooxygenase-2 (COX-2) in an animal comprising the step of administering to the animal an effective amount of a compound of general formula I, II or III, or a pharmaceutically acceptable salt thereof:

Formula II

Formula III

15 wherein:

A is -hydrogen, $-(C_1-C_8)$ alkyl or $-(C_1-C_8)$ alkyl substituted by hydroxy;

 $B is - (C_1-C_6) alkylguanidino, \\ - (C_1-C_6) alkyl(4-imidazolyl), - (C_1-C_6) alkylamino, \\$

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p-aminophenylalkyl(C_1-C_6)-, p-guanidinophenylalkyl(C_1-C_6)- or 4-pyridinylalkyl(C_1-C_6)-;

D is -(C0)-, $-(C0)-(C_1-C_6)$ alkylene or $-(C_1-C_6)$ alkylene;

5 E is a single bond or $-(C_1-C_6)$ alkylene;

Z is $-NH_2$, $-NH-(C_1-C_6)$ alkylcarboxamide, $-NH-(C_1-C_6)$ alkyl, -NH-(N-benzyl), $-NH-cyclo(C_5-C_7)$ alkyl, -NH-2-(1-piperidyl) ethyl, -NH-2-(1-pyrrolidyl) ethyl, -NH-2-(1-pyridyl) ethyl, -NH-2-(morpholino) ethyl, -morpholino, -piperidyl, -OH, $-(C_1-C_6)$ alkoxy, -O-benzyl or -O-halobenzyl;

R¹, R² and R³ are, independent of one another,

-hydrogen, arylcarbonylamino, -(C₁-C₆) alkoylamino,

-(C₁-C₆) alkylamino, -(C₁-C₆) alkyloxy,

-(C₁-C₆) alkylaminocarbonyl, -carboxy, -OH, benzoyl,

-p-halogenobenzoyl, -methyl, -S-(2,4-dinitrophenyl),

-S-(3-nitro-2-pyridinesulfenyl), -sulfonyl,

-trifluoromethyl, -(C₁-C₆) alkylaminocarbonylamino, -halo or

-amino;

- 20 R⁴ and R⁵ are, independent of one another,
 -hydrogen, -(C₁-C₆)alkyl, -methyloxy, -nitro, -amino,
 -arylcarbonylamino, -(C₁-C₆)alkoylamino, -(C₁-C₆)alkylamino,
 -halo or -OH.
- 13. The method according to claim 12, wherein the compound is administered centrally or peripherally.
 - 14. A method of managing pain in an animal comprising the step of administering to the animal an effective amount of a compound of general formula I, II or III, or a pharmaceutically acceptable salt thereof:

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Formula II

Formula III

wherein:

A is hydrogen, $-(C_1-C_8)$ alkyl or $-(C_1-C_8)$ alkyl substituted by hydroxy;

 $\label{eq:Bis-(C1-C6)alkylguanidino,} Bis-(C1-C6)alkylguanidino,\\ -(C1-C6)alkyl(4-imidazolyl),-(C1-C6)alkylamino,\\ p-aminophenylalkyl(C1-C6)-, p-guanidinophenylalkyl(C1-C6)- or\\ 4-pyridinylalkyl(C1-C6)-;$

D is -(CO)-, $-(CO)-(C_1-C_6)$ alkylene or $-(C_1-C_6)$ alkylene;

E is a single bond or $-(C_1-C_6)$ alkylene;

Z is -NH₂, -NH-(C₁-C₆)alkylcarboxamide,

-NH-(C₁-C₆)alkyl, -NH-(N-benzyl), -NH-cyclo(C₅-C₇)alkyl,

-NH-2-(1-piperidyl)ethyl, -NH-2-(1-pyrrolidyl)ethyl,

-NH-2-(1-pyridyl)ethyl, -NH-2-(morpholino)ethyl,

-morpholino, -piperidyl, -OH, -(C₁-C₆)alkoxy, -O-benzyl or

-O-halobenzyl;

 R^1 , R^2 and R^3 are, independent of one another, hydrogen, arylcarbonylamino, $-(C_1-C_6)$ alkoylamino, $-(C_1-C_6)$ alkylamino, $-(C_1-C_6)$ alkyloxy,

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- (C_1-C_6) alkylaminocarbonyl, -carboxy, -OH, benzoyl,
- -p-halogenobenzoyl, -methyl, -S-(2,4-dinitrophenyl),
- -S-(3-nitro-2-pyridinesulfenyl), -sulfonyl,
- -trifluoromethyl, $-(C_1-C_6)$ alkylaminocarbonylamino, -halo or
- 5 -amino;

- R^4 and R^5 are, independent of one another,
- -hydrogen, $-(C_1-C_6)$ alkyl, -methyloxy, -nitro, -amino,
- -arylcarbonylamino, - (C_1-C_6) alkoylamino, - (C_1-C_6) alkylamino,
- -halo or -OH.
- 10 15. The method according to claim 14, wherein the compound is administered centrally or peripherally.
 - 16. The method according to claim 15, wherein the compound is administered in conjunction with morphine.
 - 17. The method according to claim 15, wherein the compound is administered for veterinary purposes.
 - 18. The method according to claim 16, wherein the compound is administered for veterinary purposes.